



BOARD OF DIRECTORS MEETING

Thursday, August 19, 2004

4:00-6:00 PM

AGENDA

- I. INTRODUCTION AND WELCOME
- II. APPROVAL OF THE MINUTES OF THE JUNE 26, 2004 STRATEGIC BOARD RETREAT
- III. CHAIRMAN'S REPORT
 - A. Status of ITC Federal Funding Request
 - B. Request for additional funding from County for creation of Incubator Office – meeting with County
 - C. ITC's development of Protocol Manual and role in handling Protocol for Miami-Dade County
- IV. PRESENTATION OF ECONOMIC IMPACT STUDY BY THE WASHINGTON ECONOMICS GROUP, INC.
- V. EXECUTIVE DIRECTOR'S REPORT
 - A. Report on Action Items discussed at Board Retreat
 - B. Missions
 - 1. Report on remaining Airport Missions / Briefings for FY 03'-04'
 - 2. Retroactive approval of certification of FFTA Incoming Mission from Colombia
 - 3. Report on Diaspora Arts Coalition's Africa business development mission to Nigeria and the Republic of Benin
 - 4. Trader-Maker Program RFP
 - C. Database Pilot Program – Status
- VI. OTHER BUSINESS
- VII. GOOD OF THE ORDER – ROUND TABLE DISCUSSIONS
- VIII. ADJOURNMENT



STEPHEN P. CLARK CENTER
111 N.W. First Street, Suite 2560 Miami, Florida 33128
Telephone: 305-375-5808 Fax: 305-679-7895

**II. APPROVAL OF THE MINUTES OF THE JUNE 26, 2004
STRATEGIC BOARD RETREAT**

**THE JAY MALINA
INTERNATIONAL TRADE CONSORTIUM
Board of Directors Retreat
Meeting Minutes
Saturday, June 26, 2004**

Members Present:

Commissioner Jose “Pepe” Diaz
Capt. William Alexander
Miguel Amion
Ray Flores
Angela Gittens
Francisco Gonzalez
Marlon Hill

Walter Loy
Ed Patricoff
Juvenal Piña
Gene Prescott
Jill Press
Chief Sandrell Rivers
Lee Sandler

Jana Sigars-Malina
Chuck Towsley
Dwayne Wynn

ITC Staff Present:

Manny Gonzalez
Desmond Alufohai
Clarence Bird
Jeannette Dominguez

Cornelius Herelle
Annette Molina
Jimmy Nares
Mayda Rescendi

Guests Present:

Bill Anderson
Patricia Arias
Bill Johnson

Jorge Roviroso
Mario Sacasa
Jackie Salazar Bofill

Bill Talbert

Facilitator: Mr. Gilbert Lee Sandler

The Chairman of the International Trade Consortium, Commissioner Jose “Pepe” Diaz, called the meeting/retreat to order at 9:40 AM. Chairman Diaz welcomed those present and asked them to introduce themselves.

The Chairman began with the Agenda presenting the minutes of the ITC Board of Directors Meeting of May 6, 2004 for review and approval. A motion to approve the minutes was made and unanimously passed.

The Chairman introduced the Executive Director, Mr. Manny J. Gonzalez and asked him to present his report. Mr. Gonzalez informed the board of his accomplishments in his first 30 days as Executive Director of ITC and mentioned the goals and objectives for the next fiscal year. He also introduced Annette Molina as the new marketing employee for ITC.

Round Table Discussion followed.

Topics of discussion:

1. Mission Statement

Many Board members expressed the idea of dropping the word “merchandise” from the term “two-way merchandise trade” in the ITC’s mission statement and in subsequent publicity efforts. Mr. Wynn proposed to drop the word “merchandise” from the ITC mission statement and Mr. Patricoff seconded the motion. An opposing opinion that the word “merchandise” was specifically included in the ITC mission statement in order not to compete with other ITC member organizations was also presented. Mr. Sandler wrapped up the discussion and concluded that while many Board members approved the change, the issue should be revisited at the next board meeting.

2. Marketing – One Mission/One Single Statement

Ms. Klaskin-Press expressed the need to have one concise message that everyone would use to market the ITC. Chief Rivers suggested that ITC staff and the Marketing Committee should work on this issue and should review the minutes of previous Marketing Committee meetings where the topic was discussed. Mr. Amion stressed the need to have a written statement and Mr. Loy recommended that ITC staff write the message and send it to all the board members for review prior to the next board meeting. Mr. Sandler recommended that the issue be placed on the agenda at the next board meeting.

3. Calendar of Events

4. Enhancement of Website

Both of these issues were discussed together. Mr. Patricoff mentioned the need for all Board members to receive information of important upcoming events. Ms. Gittens suggested that a top priority should be to look at other websites to gather ideas for ITC’s website. It was mentioned that the website would be separate and should be given to someone else to design besides the County. Since this option would cost money, the need for fundraising, donations or in-kind contributions was also addressed. Ms. Klaskin-Press suggested that to promote that effort, members could pay a fee and that the ITC could design a special section in the website for just “members only.” Mr. Amion suggested minimizing costs by using a minority contract vendor to design the website. Separately, Mr. Talbert proposed that working together with the Greater Miami Convention and Visitor’s Bureau for sharing information on events be placed on the calendar. Mr. Sandler expressed that the issue of the website design should be staff-driven and that ITC should report all of the different possible models to the Board of Directors before implementation. These issues would be addressed at the next board meeting.

5. Promote a Central Telephone Number

Discussion centered on the need to make ITC more accessible to the business community via a catchy telephone number. Mr. Talbert recommended that the ITC should not try to identify itself with just the acronym of “ITC” due to its lack of uniqueness and to instead use “International Trade Consortium”. Mrs. Sigars-Malina explained that the acronym of ITC cannot be protected but that a trademark could be possible with the full name of Jay Malina International Trade

Consortium. Commissioner Diaz concluded with the suggestion of discussing the issue of copyrighting the name at the next Board meeting.

6. Community Engagement – What does Trade mean to the County?

Mr. Sandler explained that ITC produces a trade publication and has also acquired an economic impact study but also expressed that disseminating this information to the community is very important. Ms. Gittens recommended that the ITC should use the format of a business report to show the impact and importance of ITC organization. Discussion then revolved around the need to have better public relations. Mr. Patricoff expressed that the ITC needs to inform the community about what services it provides and what activities it engages in. He proposed that the newspaper would be a good channel for this purpose. Commissioner Diaz mentioned that he has called the Miami Herald several times to invite them to ITC meetings with this purpose but they have not attended. Mr. Sandler commented that the educational component of international trade which was originally included in One Community One Goal was currently missing. Mr. Loy suggested inviting the new superintendent of Miami-Dade County Public Schools and Commissioner Diaz suggested inviting the local universities. Chief Rivers commented that the Board of County Commissioners could also report some of the ITC's news. Mrs. Sigars-Malina suggested that the ITC formally report on the "state of trade" in the Miami-Dade County community. Finally, Commissioner Diaz mentioned the importance of having the ITC on television shows to expand community awareness.

7. Missions – Inbound/Outbound

Mr. Talbert expressed the importance of airport route development for MIA to get more airlines to fly into MIA. Ms. Gittens mentioned that just as important was the air cargo route development and that the key is air service development.

8. Role in Route Development

9. Role in Passenger Relations at MIA

Both issues discussed simultaneously. Commissioner Diaz explained how he needs to have in advance all the incoming mission information from ITC to avoid being contacted at the last minute and to avoid scheduling conflicts. A suggestion was made to find out about upcoming important visitors by contacting foreign consulates. It was noted that Fernando Quiñones from El Salvador is the head of Consular Affairs. Discussion then ensued on the need for the ITC to replicate the favorable treatment it receives during its outgoing missions and to receive foreign delegates in similar fashion when they visited Miami-Dade during incoming missions. Issues concerning new visa restrictions and national security regulations were also brought up as impediments for incoming missions. It was noted that the US State Department has an office in Miami which could lend assistance with airport clearances. Mr. Wynn mentioned the importance of calendar of events coordination. Mr. Sandler recommended establishing a committee to look at the issues of hosting missions, to consider visa issues and airport regulations, and to discuss the calendar of events.

Mr. Patricoff mentioned instances of passenger problems and asked who should be contacted at the airport in case of problems. Mr. Prescott explained how the situation has improved over the

last two years. Ms. Gittens replied that the new rules of national security were seriously undermining international trade and tourism. She suggested that ITC should get involved, unite, pick a few issues and advocate before the federal government and other entities. Mr. Sandler expressed that the ITC cannot be successful if it operates in a reactive mode, that it needs a communication network to resolve some of these issues. Commissioner Diaz mentioned the incident he witnessed with TSA and asked Mr. Towsley to explain the upcoming trucker strike at the Seaport. Mr. Towsley explained that the strike was taking place along the eastern seacoast until July 2nd and that the dissatisfaction of the truckers stemmed from being mostly small independent truckers facing economic hardships because of insurance issues and high gas prices among others.

10. Role in Attracting Trade and International Events

Mr. Wynn mentioned the importance of pursuing and international events.

11. Sister Cities Program – Must have a more Comprehensive Definition of Function and how does it interface with ITC?

Chief Rivers asked how Sister Cities interfaced with ITC and requested more information on the program. Mr. Loy explained that in the past the Sister Cities Program was not involved in international trade and commerce but that it became more involved since the creation of the ITC in November, 2002. He continued explaining the procedure to become a sister city and said that more information would be brought to the board members at the next meeting. Mr. Anderson expressed that there was some duplication of cities with the City of Miami's program and that the ITC/ Sister Cities should brief the board at the next meeting on how the program functions.

12. Is our Committee Structure Appropriate?

Mr. Towsley suggested that the Advocacy Committee look at trade regulations, take some positions on some issues and lobby them in Tallahassee or Washington, DC. Manny Gonzalez explained that the County already prepares a federal and state priority package every year which ITC needs to use to promote its interests. Ms. Gittens mentioned that the airport works very well with the County lobbyists and that the ITC should leverage them better. Ms. Klaskin-Press asked if the ITC already knew what it wanted to advocate. Ms. Gittens suggested postponing discussion on this subject.

13. How do we measure outcomes?

Manny Gonzalez explained that for ITC, measurable outcomes would be creation of more jobs in the community and an increase in the level of trade. He also posed the question of what other measurable outcomes the ITC should report to the Commission.

14. Inclusion of local business persons into ITC

Mr. Amion expressed that there are many people in the business community that do not know about the ITC that should.

15. Seek private, federal and state sources of funding

Manny Gonzalez asked the Board of Directors to consider what services ITC needs to provide and commented on the lack of funding. Mr. Sandler added that sources of funding need to be explored and should be a regular subject on the agenda at future board meetings.

16. Coordination and input into other trade related agencies

Mr. Towsley expressed how the ITC should first identify the trade organizations and/or agencies that it would like to coordinate with. Discussion continued and a suggestion was made for the need to produce an ITC newsletter that would communicate local and international trade news on a quarterly basis. Mr. Talbert commented that distribution via postal mail was costly and no longer used. He recommended that newsletters should be electronically distributed. Chief Rivers suggested that maybe ITC should prepare a directory of trade related organizations with information of who they are and who the ITC should relate to.

17. Emphasize not-for-profit status

Mr. Sandler mentioned that the Trade Mission Center of the Americas' not-for-profit status would be very relevant for fundraising efforts.

18. Role of ITC in protocol

The issue that Miami-Dade County does not pay for meals or for the security of dignitaries was raised for discussion. Ms. Gittens explained that, for official US escort to occur for inbound missions, notification has to come from the consulates. She mentioned issues of concern such as the fact that TSA does not provide escort service to dignitaries and that therefore they would pass through the normal screening process. Ms. Klaskin-Press asked if there was coordination on these types of visits. Mr. Sandler concluded the meeting by commenting that the issue of treatment at the airport should be reviewed at the committee level.

The meeting was adjourned at 2:10 p.m.

Respectfully submitted,



Manny J. Gonzalez
Executive Director

cc: Miami-Dade County Board of County Commissioners
George M. Burgess, County Manager

MJG/am

III. CHAIRMAN'S REPORT

- A. Status of ITC Federal Funding Request
- B. Request for additional funding from County for creation of Incubator Office – meeting with County
- C. ITC's development of Protocol Manual and role in handling Protocol for Miami-Dade County

MEMORANDUM



DATE: August 3, 2004

TO: Honorable Alex Penelas, Mayor
Honorable Chairperson Barbara Carey-Shuler, Ed.D.

FROM: George M. Burgess
County Manager

A handwritten signature in black ink, appearing to read "Burgess", written over the printed name of the County Manager.

SUBJECT Dignitary Visits & Protocols

The following memorandum serves to address the concerns expressed by Commissioner Joe A. Martinez in a July 30, 2004 memorandum to each of you, to explain the protocols surrounding Secretary Tom Ridge's visit to the Miami-Dade County Office of Emergency Management on Friday, July 30, 2004 and to address the development of county protocols for future events.

In early July 2004 the Office of Emergency Management (OEM) was advised that the Department of Homeland Security, Emergency Management Institute (EMI) would be willing to conduct their Integrated Emergency Management Course, with an emphasis on Weapons of Destruction, here in Miami-Dade at the Emergency Operations Center (EOC). They also informed OEM that Homeland Security Secretary Tom Ridge would be able to visit Miami-Dade and observe the exercise, as well as meet with first responders from the South Florida Area.

All requests for specific meetings with Secretary Ridge had to be cleared through the Department of Homeland Security, LeaAnne McBride, Assistant to Undersecretary Mike Brown – who was coordinating the Secretary's visit.

On Monday July 26th, 2004, David Fukutomi, Special Assistant to the Undersecretary, arrived at the Miami-Dade OEM as the lead advance person. While here, Mr. Fukutomi determined the Secretary's schedule – to the minute. Understandably, the schedule changed many times and frequently. The US Secret Service also visited the OEM/EOC during the week and required several more revisions to the schedule.

While staff worked with federal representatives to secure meetings for Miami Dade-County officials, the Secret Service and DHS advised that the Secretary Ridge's schedule would be controlled by their respective offices. Essentially, federal officials planned all events and directed county staff in the timing and sequencing of first arrival, official greeting, private

meetings in the holding room, tour of facility, and presentation in the auditorium and media availability.

Notwithstanding the above circumstances, Commissioner Martinez is absolutely correct; establishing one uniform set of protocols for all departments will greatly assist staff in preparing for these types of visits. My staff has discussed this matter with International Trade Consortium (ITC) Executive Director Manny Gonzalez, whose office is responsible for these types of visits with international dignitaries. He has graciously offered to assist us in developing appropriate protocols for County staff. I have asked Communications Department Director Hilda Fernandez to work with Mr. Gonzalez to develop a guidebook which I will share with both the Mayor's Office and the Office of the Chair.

Thank you for the opportunity to address this matter.

cc: Honorable Vice-Chair Katy Sorenson & Members
Board of County Commissioners
Hilda Fernandez, Communications Director
Manny Gonzalez, ITC Executive Director
Rana Brown, Mayor's Office

**IV. PRESENTATION OF ECONOMIC IMPACT STUDY BY THE
WASHINGTON ECONOMICS GROUP, INC.**

V. EXECUTIVE DIRECTOR'S REPORT

A. Report on Action Items discussed at Board Retreat

B. Missions

1. Report on remaining Airport Missions / Briefings for FY 03'-04'
2. Retroactive approval of certification of FFTA Incoming Mission from Colombia
3. Report on Diaspora Arts Coalition's Africa business development mission to Nigeria and the Republic of Benin
4. Trader-Maker Program RFP

C. Database Pilot Program – Status

List of Action Items Discussed at June 26th, 2004 Strategic Board Retreat

1. Mission Statement
2. Marketing – one mission/one single statement
3. Calendar of Events
4. Enhancement of website
5. Promote a central telephone number
6. Community engagement – What does trade mean to the County?
7. Missions – inbound/outbound
8. Role in route development
9. Role in passenger relations at MIA
10. Role in attracting trade and international events
11. Sister Cities Program – Must have a more comprehensive definition of function and how does it interface with ITC?
12. Is our Committee structure appropriate?
13. How do we measure outcomes?
14. Inclusion of local business persons into ITC
15. Seek private, federal and state sources of funding
16. Coordination and input into other trade related agencies
17. Emphasize not-for-profit status
18. Role of ITC in protocol



MEMORANDUM

TO: ITC Board of Directors **DATE:** August 10, 2004

THRU: David Pena, Chair
ITC Missions Committee

FROM: Jimmy Nares **SUBJECT:** Certification of the Florida
Chief of Finance & Administration Foreign Trade Association's
third-party mission from
Colombia.

I recommend that the Florida Foreign Trade Association's (FFTA) incoming mission from Colombia, which took place June 6-8, 2004, be *retroactively* certified.

Our office was unaware that the FFTA had submitted an application for certification to the ITC prior to conducting its mission. We have recently discovered that an application packet along with a letter addressed to the former director (dated April 28, 2004) was couriered to our office during the transition period from the ITC's previous to current directors, and was lost before reaching the appropriate channels. Consequently, the application was not presented to the ITC Missions Committee for certification, and subsequently to the full Board for ratification, as it should have *prior to the mission's taking place*.

The mission met all of the requirements for certification as listed on the Application for Certification. The mission was conducted under the FFTA's "Trade-USA" program which employs matchmaking services to promote American products and increase international trade through Miami-Dade County. The event was coordinated in Colombia by the American Chamber of Commerce Bogota, Colombia with the support of the Camara de Comercio Bogota, AMCHAM Barranquilla and Medellin.

The FFTA's mission included 19 incoming delegates (a minimum of 7 is required for certification) and the ITC logo was used in all publications related to the incoming mission, including the mission's program.

Additionally, in its End of Mission Report, the FFTA reported immediate sales of \$60,000 and expected sales of \$29.6 million in the future.

Therefore, I respectfully recommend that the FFTA incoming mission from Colombia, which took place June 6- 10, 2004 be retroactively certified by the ITC Board of Directors and that it receive mission funding in the amount of \$1,500.

VI. OTHER BUSINESS

VII. GOOD OF THE ORDER – ROUND TABLE DISCUSSIONS

VIII. ADJOURNMENT